

**AMENDMENTS TO THE CLAIMS**

The following is a complete list of all claims in this application (including withdrawn claims). Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with strikethrough. The status of each claim is indicated with one of (Original), (Currently amended), (Cancelled), (Withdrawn), (New), (Previously presented), or (Not entered).

Please AMEND claims 1-12 and ADD new claim 40 as follows:

1. (Currently amended) A wearable device, comprising:  
an article of clothing comprising at least one material;  
a flexible body attached to the article of clothing;  
at least one integrated circuit supported within the flexible body; and  
a flexible display element supported within the flexible body.~~An article of clothing constructed~~  
~~from one or more materials, wherein the improvement comprises:~~  
~~a flexible display element attached to the one or more materials of the article of~~  
~~clothing; and~~  
~~circuitry connected to the flexible display element, the circuitry controlling the~~  
~~flexible display element.~~

2. (Currently amended) The ~~article of clothing~~wearable device of claim 1 wherein the flexible display elementbody is permanently attached to the ~~one or more materials~~article of  
clothing.

3. (Currently amended) The ~~article of clothing~~wearable device of claim 2 wherein the flexible ~~display element~~body is sewn to the ~~one or more materials~~article of clothing.

4. (Currently amended) The ~~article of clothing~~wearable device of claim 2 wherein the flexible ~~display element~~body is adhesively attached to the ~~one or more materials~~article of clothing.

5. (Currently amended) The ~~article of clothing~~wearable device of claim 1 wherein the article of clothing comprises a shoe.

6. (Currently amended) The ~~article of clothing~~wearable device of claim 5 wherein circuitry displays pedometric data on the flexible display.

7. (Currently amended) The ~~article of clothing~~wearable device of claim 1 wherein the article of clothing comprises a hat.

8. (Currently amended) The ~~article of clothing~~wearable device of claim 1 wherein the article of clothing comprises pants.

9. (Currently amended) The ~~article of clothing~~wearable device of claim 1 wherein the article of clothing comprises a belt.

10. (Currently amended) The ~~article of clothing~~wearable device of claim 1 further comprising a wireless communication element.

11. (Currently amended) The ~~article of clothing~~wearable device of claim 1 wherein the circuitry displays advertisements.

12. (Currently amended) The ~~article of clothing~~wearable device of claim 1 wherein the circuitry displays promotions.

13. (Withdrawn) A wearable article of clothing, comprising:  
a flexible strap configured and sized to secure onto a wearer, the flexible strap comprising a holographic layer covering at least a portion of the strap's visible exterior.

14. (Withdrawn) The article of claim 13 wherein the holographic layer presents a holographic image of one of the following: leather and metal.

15. (Withdrawn) The article of claim 13 wherein the holographic layer is removable.

16. (Withdrawn) The article of claim 13 further comprising:  
a display element connected to the strap; and  
circuitry connected to the display element for controlling the display presented by the display element.

17. (Withdrawn) The article of claim 16 wherein the display element comprises a flexible display element.
18. (Withdrawn) A wearable device, comprising:  
a display element;  
display control circuitry connected to the display element; and  
a flexible body for supporting the display element, the body being configured and sized to secure into a wearer, the body including one or more components for maintaining an imparted configuration.
19. (Withdrawn) The device of claim 18 wherein the at least one component comprises a wire.
20. (Withdrawn) The device of claim 18 wherein the at least one component comprises a series of rigid components connected via a cup-and-ball arrangement.
21. (Withdrawn) The device of claim 18 wherein the display comprises a flexible display.
22. (Withdrawn) The device of claim 18 further comprising a wireless communication element, and at least one input control.

23. (Withdrawn) The device of claim 18 wherein the device comprises a personal digital assistant.
24. (Withdrawn) The device of claim 18 wherein the device comprises a video game system.
25. (Withdrawn) A wearable device, comprising:  
a flexible display element;  
circuitry connected to the flexible display element for executing instructions, the instructions comprising instructions that control the flexible display element;  
a flexible body configured and sized to secure the wearable device onto a wearer.
26. (Withdrawn) The device of claim 25 further comprising at least one input control.
27. (Withdrawn) The device of claim 26, wherein the input control comprises a directional input control.
28. (Withdrawn) The device of claim 27, wherein the directional input control comprises a wireless joystick.
29. (Withdrawn) The device of claim 27, wherein the input control comprises a microphone.

30. (Withdrawn) The device of claim 25, wherein the instructions comprise instructions for personal digital assistant software.
31. (Withdrawn) The device of claim 25 wherein the instructions comprise instructions for an electronic game that receives input from at least one input control and displays game graphics on the flexible display element.
32. (Withdrawn) The device of claim 25 wherein the device further comprises a wireless communication element.
33. (Withdrawn) The device of claim 32 wherein the devices comprises a pager.
34. (Withdrawn) The device of claim 32 wherein the device comprises a cellular receiver.
35. (Withdrawn) The device of claim 32, wherein the instructions comprise instructions for receiving messages via the communication element and displaying the message on the flexible display element.
36. (Withdrawn) The device of claim 32, wherein the instructions comprise remote control instructions.
37. (Withdrawn) The device of claim 32 further comprising at least one sensor.

38. (Withdrawn) The device of claim 37 wherein the instructions comprise instructions for collecting and storing physiological data of the wearer.

39. (Withdrawn) The device of claim 32 wherein the instructions comprise instructions for displaying time.

40. (New) The wearable device of claim 1 wherein the flexible body is removably attached to the article of clothing.